F. E. Roach

PACIFIC FRUIT EXPRESS COMPANY

March News Letter

San Francisco, March 25, 1958

Dear Fellow PFE'ers:

Inasmuch as the PFE News Letter is made available for reading by all PFE people, wish to take this opportunity to greet each of you as your new Vice President and General Manager. You already know of the organizational changes which have been made incident to the retirement of Mr. Plummer and this message is to assure you that no drastic changes in past overall policy are contemplated.

Changing economic conditions and increasing competition in the railroad perishable transportation field make it necessary that we, each of us, if we are to prosper, continue to render the finest service possible to our customers and to make the best and most efficient use of our time and property, whether it be repairing or distributing cars, making ice or icing cars, working behind a desk or a typewriter or a riveting machine, or whatever our job may be, -- each of us has an important function to perform if we are to produce a stable income for our Company and steady jobs and income for ourselves.

We must maintain an alertness of traffic possibilities and thereby protect and increase our revenues, and just as important we must not allow wasteful and unsafe practices to creep into our operations. I am certain that if we all direct our working energies to the common PFE wheel we can continue to keep our foremost position in the perishable transportation field and I earnestly solicit your assistance to this end.

P.F.E. Loadings

	1958			1957		
	PFE Cars	Foreigns	Total	PFE Cars	Foreigns	Total
February	28,635	3,630	32,265	26,824	1,606	28,430
Jan.-Feb.	59,328	5,763	65,091	54,765	2,698	57,463

Car Situation

The close situation experienced during February continued in diminishing severity until mid-March. As of March 20th, supplied in some areas still were uncomfortably low; however, the over-all situation was improving steadily. In anticipation of ample supplies in the near future, PFE cars releasing in the New England and New York areas were diverted to foreign line service and additional diversions will be made as outlets develop. An "easy" situation will obtain through April when

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PAC. FRUIT EXPRESS CO.
SACRAMENTO CALIF.

our major problem will be in keeping our surplus equipment actively employed.

Crop Conditions

Along Union Pacific -

Idaho: Reduced storages in other potato producing territories along with freezing weather in southeastern states resulted in a consistently good demand for Idaho Russets at high market prices. Consequently, shipments have been exceptionally heavy for past several weeks and high volume loading is expected to continue well into April.

Northwest District: Frozen food loading is increasing gradually and is expected to mount as the April tax date approaches. Apples and pears from Yakima and Hood River storages continue in good volume while canned goods and beer loading is lighter than normal due to expanding use of D-F cars.

Eastern District: Nebraska potatoes continue to move predominantly in trucks with only nominal shipments by rail. Packing house products and miscellaneous commodities are in lighter than normal volume with no appreciable improvement expected during next several weeks.

Along Southern Pacific -

Oregon: Potato storages in Klamath Basin are shrinking steadily and bulk of supplies will have been moved by end of March after which rail movements will be in nominal amounts. Pears from Medford storages will continue in light volume next several weeks. Canned goods and frozen foods will continue in present seasonal volume through March.

Northern California: Cold and rainy weather throughout last half of February and intermittent rains during March has interferred with asparagus harvest. With a few days of clear weather loading should quickly reach heavy volume. Salinas vegetable loading also has been slowed by rains and spring planting has been delayed. Canned goods movement from San Jose, East Bay, and Sacramento will continue in current seasonal volume until mid-April. Navel orange harvest is nearing completion while Valencia crop is rapidly reaching maturity. Planting of spring potato crop in Kern County is still in progress having been retarded by the wet weather. Indications are that a heavy acreage approaching, if not exceeding, that of last year will be planted with production from early fields to start next month.

Southern California and Arizona: Intermittent rain and cold weather have resulted in lighter than normal lettuce and vegetable loading and considerable amount of inferior quality stock. Salt River Valley lettuce is increasing gradually and should be in peak production by the end of

March. Tomatoes and vegetables from West Coast of Mexico are crossing at Nogales in heavy volume and will continue that way well into April. Imperial lettuce harvest is practically finished and Yuma is nearing the close of its season. Miscellaneous vegetables from the Oxnard and Guadalupe areas have been moving in good volume and will continue through the month. Citrus loading is increasing gradually but will be lighter than normal due to a smaller crop.

T&NO: Cold rainy weather that has plagued the vegetable producing areas of Eagle Pass, Uvalde, and Rio Grande Valley all through the winter has made for lighter than normal loading; however, clear and warmer conditions past week has permitted consistently heavy movement, and with continued favorable weather good volume loading will continue for an extended period.

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Upon Mr. Plummer's retirement as Vice President and General Manager in February, he and Mrs. Plummer were guests at a dinner attended by many P.F.E. officers and supervisors. At that time, Mr. Larsen presented him with a Commission as Admiral in the Nebraska Navy duly signed by Governor Anderson, of the State of Nebraska with the State Seal affixed. While honorary, this "appointment" reflects the esteem in which Mr. Plummer is held.

The old engine bell from P.F.E. Engine No. 1, formerly operated in Roseville Shop Yard, was refurbished, polished up and presented to the Plummers and now occupies a prominent spot on their patio overlooking the Lagoon in Belvedere, California.

Finally, a beautiful Ampex Stereophonic Hi-Fi set was presented to him from all the employees of the P.F.E.

Mr. Plummer's comments, I am sure, will be of interest to you:

"No words ever written could express adequately our genuine and deep appreciation for all that was done for us on this 'never-to-be-forgotten' evening of our retirement.

"The kind words, the magnificent gifts including that beautiful Ampex Hi-Fi Radio-Recorder, the engine bell (which is already the envy of our neighborhood), the book of memories, the framed picture of Ken Plummer 'relaxed' and which is complete in every detail, the Commission of Admiral in the Nebraska Navy, the beautiful roses for Mrs. Plummer, the comedian photographer, the fine dinner, the best of all people in the world gathered around the table - that and everything else was simply overwhelming and something neither of us will ever forget.

"We feel that it was more than any two people could possible deserve. Nevertheless, we do thank you for everything from the bottom of our hearts and we hope the association of the past will not be broken but that we shall see you from time to time.

"With our host of friends we feel we are the wealthiest people on earth.

"We both say - God Bless all of you."

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Am sure everyone will be interested in the attached resolution passed by the United Fresh Fruit & Vegetable Association at its convention in San Francisco, January, 1958, entitled "Honoring a Distinguished Friend of Our Industry."

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Chas. Ahern
Vice President and General Manager

Attachment

Mr. President, Members, and Guests of the
United Fresh Fruit & Vegetable Association:

Your Committee on Resolutions finds it difficult to present in formal terms the mingled sentiments of congratulation and regret at the impending withdrawal of an old and valued friend from a position of high responsibility that has meant much to our organization and the industry it serves during the past two decades.

This token of appreciation is addressed to a man who has advanced by virtue of unusual ability and warm personality from his first obscure task as an assistant shipping clerk through positions of growing importance in transportation and government agencies to an imposing stature in the field of protective railroad freight service, an enterprise that affects our entire business.

To Mr. K. V. Plummer, affectionately known throughout our industry as "Ken," we propose a vote of sincere felicitation upon his retirement as Vice President and General Manager of the Pacific Fruit Express Company, adding our deep regret that his wise counsel, cooperation, and sympathetic understanding will no longer be ours in the solution of our many and ever-present transportation problems.

The best wishes of this Association go with Mr. Plummer in whatever vocation or recreation he engages in during the coming years. May those years be numerous and pleasant.

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